

PROSPER

PLANNING SHOULD NOT BE PROBLEMATIC.



MEET THE PROSPER TEAM



Anne Marie Branch

2ND YEAR

Aerospace Engineering



Anjana Raman

2ND YEAR

Computer Science



Gracie Jones

2ND YEAR

Aerospace Engineering



Sahil Khanna

4TH YEAR

Computer Science

WHAT'S THE PROBLEM?





THINGS WE NOTICED...

- ✖ Calendars don't have to-do lists
- ✖ To-do lists aren't calendars
- ✖ Prioritizing our wellness is difficult
- ✖ Life happens. Stress happens.
 - Things get lost.



HOW WE SOLVED IT





Prosper: a wellness focused scheduling app



Hello Sahil

Today

November 2023

New Widget

New Template

Select View: 5 days

Overbooked

Goals met

Filter

My Tasks



Laundry



Trash



Buy groceries



STS Reflection



1 Mo

12pm:
Journaling

1pm:
CS 3250

3pm:
Meeting

6pm:
Gym

2 Tu

10am:
Meeting

12:30pm:
STS 2830

3pm:
Meeting

5pm:
Interview

7pm:
Meeting

8pm:
Study

3 We

12pm:
Study

3pm:
Meeting

5pm:
Discussion

4 Th

12pm:
Journaling

12:30pm:
STS 2830

3pm:
Meeting

6pm:
Gym

7pm:
Meeting

5 Fr

3pm:
Meeting

6pm:
Discussion

Wellness Goals



- Go to the Gym 3 times a week
- Journal 3 times a week

Tips for you



- Shifting your gym sessions to Mo, We, Fri can help you hit your goals!
- Tuesday is very busy. Consider spreading your meetings over other days and adding in some wellness events

PLANNER LAYOUT

Integrated To-Do List

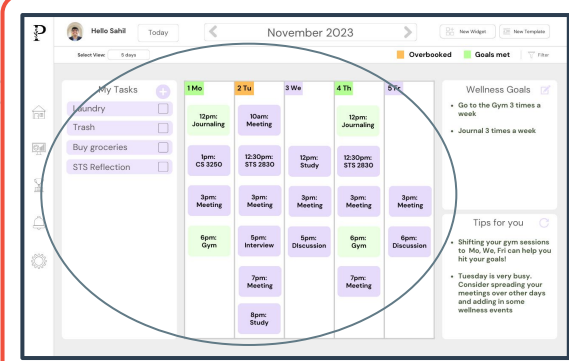
- Users can add daily tasks alongside their calendar
- Disappear once check-marked

Calendar

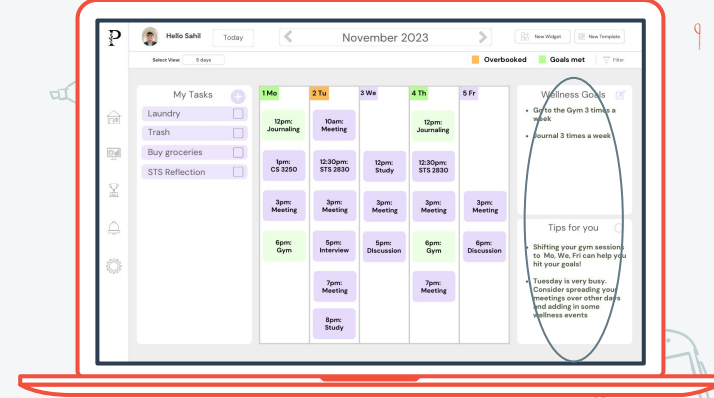
- Syncs events from other platforms



- Manually input events
- AI dynamic scheduling capabilities



WELLNESS LAYOUT



Initial Survey

- Users decide goals and wellness practice frequency
- Prosper creates a preliminary wellness plan

Wellness Settings/Goals

- Goals are in a list format
- Notifies you if goals haven't been met
- Highlights certain days if number of events have hit the max

Tips

- Advice on how to better structure your schedule
- Encouragement towards goals

INTEGRATED AI FEATURES

Dynamic Scheduling

- Wellness recommendations
- Overall schedule restructuring recommendations
- Learns your preferences and improves over time

Photo to Text Scheduling

- Snap a picture of a flyer/event description for automatic upload
- Easy to update details of the event

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November 2023

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Business to
Customer,
Freemium Model

BUSINESS PLAN

Notion:
\$8/month

Free Version

(\$0.00/month)

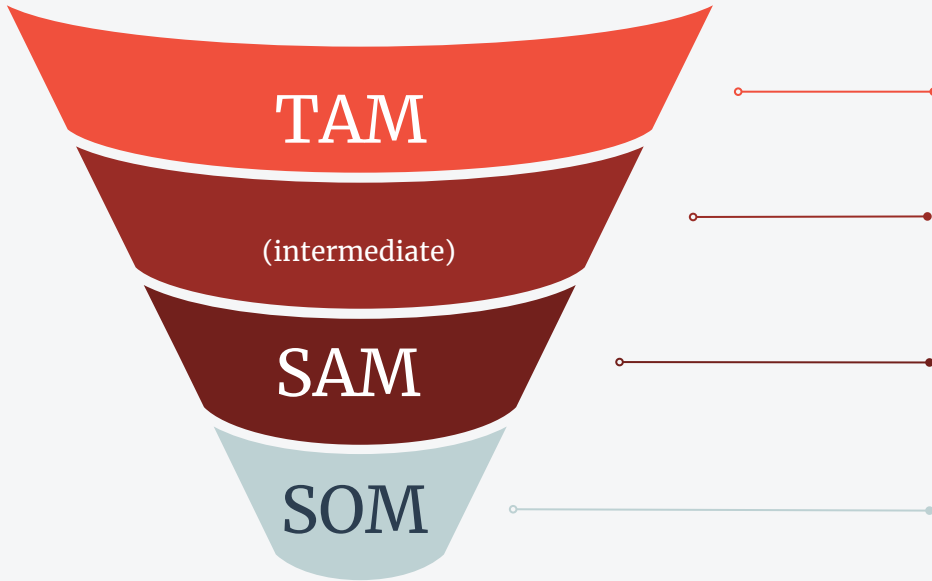
- To-do lists, calendar, and wellness goals, habit trends
- Sync to 1 other program (Outlook, Canvas, Google)
- Ads

Premium Version

(\$4.99/month)

- Enhanced AI technology for habit trends
- Photo-to-text scheduling
- Sync to multiple other programs (Outlook, Canvas, Google)

MARKET ANALYSIS



\$340.2 Billion, world population 8.1 billion, 70% users, all on premium

233.3 Million users in the U.S., population of 333.29 million, 70% users

\$279 Million, 2% of the U.S. users who will convert to premium version

\$4.2 Million, Prosper having a Market Share of 1.5% in the next 5 years

HOW WE COMPARE TO OUR COMPETITORS

	GOOGLE CALENDAR	MORGEN	NOTION	<u>PROSPER</u>
Calendar Capabilities	X	X	X	X
To-do list/Planner		X	X	X
Integrating Wellness			~	X
Integrated AI	~	~	~	X

(X) includes

(~) semi-includes

DOES IT HAVE TRACTION?

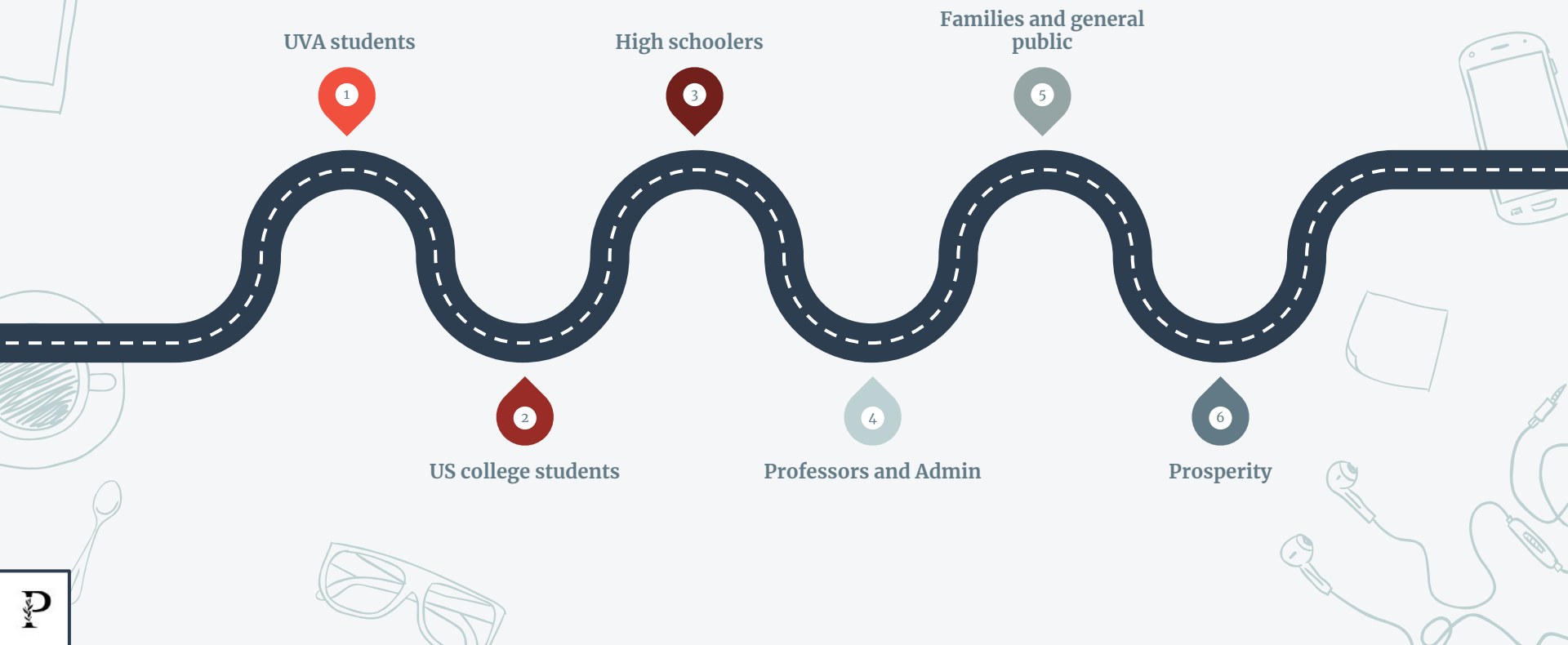
According to our interviewees...

60% are
unhappy
with aspects
of their
current
planner

70% use
multiple
platforms
for
planning

80% want to
prioritize/plan
their wellness

PROSPER'S FUTURE



THANKS!

Any questions?

The screenshot shows a digital interface for a user named 'Hello Sahil' in November 2023. The interface includes a 'My Tasks' list on the left, a central calendar grid, and a 'Wellness Goals' section on the right. The calendar grid shows a weekly layout with tasks scheduled for each day. The 'Wellness Goals' section lists two goals: 'Go to the Gym 3 times a week' and 'Journal 3 times a week'. The 'Tips for you' section provides suggestions for optimizing the user's schedule.

My Tasks

- Laundry ☐
- Trash ☐
- Buy groceries ☐
- STS Reflection ☐

Calendar Grid (November 2023)

1 Mo	2 Tu	3 We	4 Th	5 Fr
12pm: Journaling	10am: Meeting		12pm: Journaling	
1pm: CS 3250	12:30pm: STS 2830	12pm: Study	12:30pm: STS 2830	
3pm: Meeting	3pm: Meeting	3pm: Meeting	3pm: Meeting	3pm: Meeting
6pm: Gym	5pm: Interview	5pm: Discussion	6pm: Gym	6pm: Discussion
	7pm: Meeting		7pm: Meeting	
	8pm: Study			

Wellness Goals

- Go to the Gym 3 times a week
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